

## REMARKS

Reconsideration of this application, as amended, is respectfully requested.

The amendments to claims 1-27 are supported by the specification as originally filed, for example, Page 1, Paragraphs [0005, 0009], Page 3 Paragraph [0040], and Figures 4A, 4B and 4C. New claim 28 replaces former claim 26 (second instance). As amended, claims 1-28 are patentable over Gordon (US 6,584,153) for at least the following reasons.

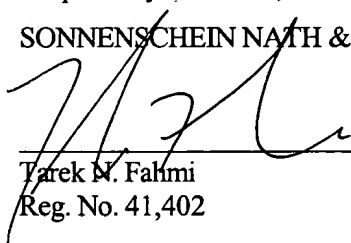
Gordon describes data structures and methods for providing an interactive, electronic program guide. Users are permitted to select highlighted areas within the guide, thus switching to a "program selected" context in which video and audio associated with the selected channel are retrieved and displayed. (Gordon 4:63-68). After the user has finished viewing the selected program, he/she is returned to the program guide. (Gordon 5:10-13). Thus, in the system described by Gordon interactivity is restricted to the program guide context. Or, stated differently, the scheme taught by Gordon requires that a user first be in tuned to a particular program guide before initiating an interactive session. (see, e.g., Gordon 7:1-3)

In contrast, the present claims recite an interactive channel bug to facilitate interactivity without the need for tuning to a dedicated channel associated with interactive services. Such a feature is not found in Gordon. Hence, the present claims are patentable over Gordon.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,

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